

Message Text

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PAGE 01 MOSCOW 01609 041039Z

17

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 /016 W

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O R 040946Z FEB 76

FM AMEMBASSY MOSCOW

TO USIA WASHDC IMMEDIATE

INFO SECSTATE WASHDC 9463

AMCONSUL LENINGRAD

LIMITED OFFICIAL USE MOSCOW 1609

USIA FOR IEU, IBS, IPS; STATE FOR CU/ARTS, EUR/SOV

E.O. 11652: N/A

TAGS/ OEXC UR

SUBJECT: EXCEPTIONAL PUBLICITY GIVEN ROY CLARK, USSR TOUR;
HARBINGER OF FUTURE CHANGES?

1. IN UNUSUAL STEP, FEBRUARY ISSUE PRAVDA PUBLISHED LENGTHY,
FOUR-COLUMN GENEVALLY FAVORABLE SPREAD, WITH PHOTO, OF ROY CLARK
USSR TOUR. ARTICLE GIVEN PROMINENT DISPLAY ON BACK PAGE OF ISSUE.

2. FULL TRANSLATION PRAVDA STORY WRITTEN BY MUSIC CRITIC
BUT WILL BE SENT SEPARATELY. BASIC STORY DEVELOPS IDEA OF COUNTRY
MUSIC BEING ROOTED IN COMMON PEOPLE AND HOW IT REFLECTS HUMANISTIC
IDEALS OF LIFE. ROY CLARK LABELED A "GREAT PERFORMER" WITH
"MARVELOUS" TASTE AND TECHNIQUE IN MUSIC. MUSIC OF THE GROUP WAS
"EFFORTLESSLY PRESENTED ON A VERY HIGH CULTURAL LEVEL."

3. ADDITIONAL PRESS PLAY INCLUDES A SHORT JANUARY 31 ARTICLE
IN IZVESTIYA AND BRIEF ARTICLE FEBRUARY 3
SOVETSKAYA KULTURA. THIS FRIDAY'S ISSUE OGONYOK NEWS
MAGAZINE SCHEDULED TO FEATURE CONCERT PHOTOS AND BRIEF
ARTICLE ON GROUP. A FAVORABLE TASS STORY ISSUED
FEB 3 SPOKE OF THE WARM REACTION OF AUDIENCES AND QUOTED
EXCERPTS PRAVDA STORY.

4. RADIO COVERAGE FEATURED VARIOUS SELECTED NUMBERS FROM
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CLARK RECORD AIRED JAN 19. SEVERAL OTHER SHORT "SPOTS"

ALSO AIRED WEEK PRIOR MOSCOW CONCERTS. ANOTHER PROGRAM FEATURING AN INTERVIEW IN MOSCOW WITH ROY CLARK AND SEVERAL CONCERT NUMBERS ALSO AIRED FEB 1. FOUR VOA-SUPPLIED TAPES FEATURING ROY CLARK WERE PASSED TO SOVIET RADIO FOR POSSIBLE USE.

5. TV INTERVIEW AND STUDION PERFORMANCE CLARK WAS FILMED BUT NO VERIFICATION THAT CLIP YET SHOWN ON SOVIET TV. ACTUAL TV TAPING OF CONCERT PERFORMANCE DID NOT MATERIALIZE DUE INTERNAL PROBLEM BETWEEN GOSKONSERT AND STATE TV, TO BE REPORTED IN SEPARATE MESSAGE.

6. THIS COVERAGE IN MOSCOW FOLLOWED EARLIER FAVORABLE COVERAGE CLARK CONCERTS IN RIGA AND LENINGRAD.

7. IN TELEPHONE CALL FROM OFFICIAL RESPONSIBLE FOR (BUT NOT AUTHOR OF PRAVDA ARTICLE, TO P&C, PRAVDA OFFICIAL EXPRESSED GRATITUDE TO EMBASSY FOR SUPPLYING BACKGROUND MATERIALS AND STATED THIS "IS A GOOD EXAMPLE OF OUR CLOSE WORKING RELATIONSHIP WITH YOUR SECTION " (OF EMBASSY). EMBOFF EXPRESSED EMBASSY'S GRATITUDE THIS COOPERATION AND DESIRE TO CONTINUE IT IN FUTURE.

STOESSEL

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